

# List of 2018 Winter Olympics broadcasters

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The [2018 Winter Olympics](#) in Pyeongchang are televised by a number of broadcasters throughout the world. As with previous years, [Olympic Broadcasting Services](#) together with Japan's [NHK](#) produces the world feed provided to local broadcasters for use in their coverage, including about 90 hours of content captured in [8K](#).<sup>[1][2]</sup>

The Games are broadcast in [ultra-high resolution](#) and [high dynamic range](#) in select markets. In South Korea, terrestrial UHD broadcasts employ [ATSC 3.0](#) standard,<sup>[3]</sup> launched on May 31, 2017 by SBS, [MBC](#), and [KBS](#) in major South Korean markets such as Seoul and Incheon.<sup>[4][5]</sup> In the United States UHD broadcasts are available to cable subscribers of [NBCUniversal](#),<sup>[6]</sup> and to subscribers of satellite TV providers [DirecTV](#) and [Dish Network](#).<sup>[7]</sup>

## Broadcasters [\[edit\]](#)

On 29 June 2015, the IOC announced that [Discovery Communications](#)—owner of [Eurosport](#), had acquired exclusive rights to the Olympics from 2018 through 2024 across Europe, excluding [Russia](#), on all platforms. Discovery will sub-license its broadcast rights to local free-to-air networks on a territorial basis. Discovery's rights deal will, initially, not cover France due to pre-existing rights deals with [France Télévisions](#) that run through the 2020 Games. Unlike previous pan-European deals, such as with the [European Broadcasting Union](#) and [Sportfive](#), Discovery will not solely serve as a reseller, and intends to carry coverage on its regional properties, but has committed to sub-licensing at least 100 hours of coverage to free-to-air networks.<sup>[8][9][10]</sup> In the [United Kingdom](#), Discovery will sub-license exclusive pay television rights from the BBC (which still holds broadcast rights through 2020), in exchange for sub-licensing free-to-air rights to the 2022 and 2024 Olympics from Discovery.<sup>[11]</sup>

In addition, [IMG](#) was awarded the in-flight/in-ships broadcast rights.<sup>[12]</sup> The [Olympic Channel](#) will broadcast the Games across the [Indian subcontinent](#).<sup>[13]</sup>



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## Notes

- i. <sup>▲</sup> Rights to be sold to local broadcaster
- ii. <sup>▲</sup> Including microstate of San Marino and Vatican City [20]

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